



Chapter 2: Tourism and Recreation Trends

The Role of Tourism in Montana's Economy

Montana is known as the "Treasure State" due to its riches of gold, silver, copper, and other minerals. In 1889-1890, Montana supplied 25% of all U.S. silver, and 50% of all U.S. copper, which was used for wiring to carry electricity and telephone service to a growing nation. Copper is still used today for power and telecommunications transmission; however, the modern treasure that attracts people to Montana is its sense of place: endless natural landscapes, clean air and water, abundant wildlife, and array of outdoor recreation.

"The economy of Montana and the entire Mountain West has been changing since the 1970s. Extractive natural resource industries are no longer as important to the economy as they may once have been. Other industries, services in particular, have become relatively more important in terms of employment and earnings in the state," according to a 2007 report from ITRR.¹

Employment in mining, forestry, and agriculture remained relatively stable from 1990 to 2005; however, those industries' share of total employment declined while service sectors such as health care, accommodations, food service, and professional/technical services increased. "In 2005, service industries accounted for 38.2% of employment in Montana, government and government enterprises accounted for 15.1%, retail accounted for 11.9% and natural resource industries and construction accounted for 7.8% each."

"Non-labor income in Montana has increased significantly since 1958, and as of 2005 accounted for 35.7% of personal income. Non-labor income makes up a larger percentage of total personal income in Montana than in the U.S., overall, or the Rocky Mountain Region, collectively. Amenities migrants and retirees often bring non-labor income to the state which then circulates within the economy," ITRR continued.

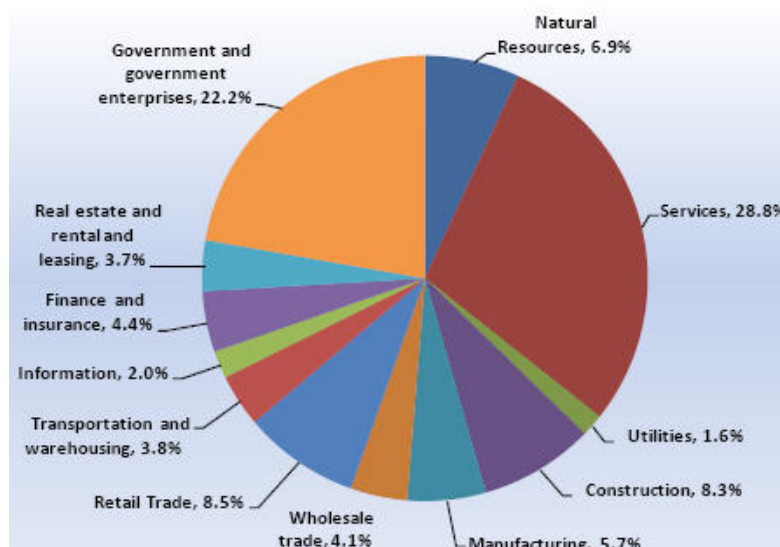
"Nonresident travel accounts for 7.5% of total employment (over 45,900 jobs) in Montana. While some may view nonresident travel as insignificant or completely unrelated to what happens in the rest of Montana's economy, nonresident travel contributes jobs to every industrial sector, directly or indirectly," stated the report. "For example, 12.5% of jobs in service industries are attributable to nonresident travel in Montana. Likewise for 11.6% of wholesale trade, 10.3% of retail trade, 8.4% of transportation and warehousing, and 4.5% of real estate and rental and leasing."

"Data presented in [the ITRR] report show that tourism does have a sizeable impact on the economy of the state. Likewise, tourism fits in well with what appears to be important to many of the state's residents—open spaces, mountains, forests, rivers and lakes and wildlife. The number of nonresident visitors to Montana and their contribution to the economy in terms of expenditures continues to increase year after year, a trend that is likely to continue, as long as the state continues to offer what many visitors are attracted to and what many of their activities revolve around—Montana's natural amenities," concluded the report.

¹ Univ. of Montana Institute for Tourism and Recreation Research, *The Changing Structure of Montana's Economy*, July 2007.

Montana Industry Earnings Distribution, 2005

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, SA05 Personal Income and Earnings by Industry, 2007



National and Global Tourism Trends

Global Tourism is Increasing, But so is the Competition

From 1992 to 2004, overall world tourism rose 52%, but the **U.S. share of the total declined by 36%**. Countries around the world are investing billions to attract tourists, so competition is increasing. Still, international visits to the U.S. are growing 5-7% per year, primarily from Canada, Mexico, the U.K., Japan, and Germany. More Chinese are traveling: 27 million traveled abroad in 2004, and the number is projected to be 100 million in 2020, along with 50 million travelers from India.

Montana Needs to Regain Lost Market Share

Nonresident visitation to Montana increased overall from 2001 to 2005, but **Montana lost market share among destination Vacation Travelers**, while gaining Pass-Through Travelers and those Visiting Friends & Relatives.² Every year, another 2,000 communities in the U.S. and Canada pursue tourism as a priority strategy. Of the 425 counties in the western U.S., 409 promote outdoor recreation as their primary tourism draw. **Montana needs to market a consistent brand, and improve its reach.**

75% of Americans Drive, Safety and Fuel Prices Affect Decisions

In the U.S., 75% of travel is by car, 16% by air (although 38% of business travel includes air). Business travel has declined due to the use of technology for meetings, but **the number of non-business meetings and conferences continues to grow**. In 2007, safety and fuel prices remained major factors in travel decisions.

Nature, Culture, and Dining are Major Attractions

One-in-four Americans visits a national park annually, and 20% visit a national forest. A major reason for visiting parks and forests is wildlife viewing. There are 66 million wildlife watchers in the U.S., and they spend more than \$8 billion annually on travel. **Heritage and cultural travel is the fastest growing industry segment**, including a growing interest in American Indian cultures (80% of adult travelers include an historic or cultural activity on their trip). **Quality cuisine** is increasingly important to travelers.

If the Destination Looks Just Like Home, Why Go?

Travelers seek places and experiences that are authentic: unique locally-owned businesses and local history. Downtown shopping districts are preferred by more tourists (49%) than malls (27%) or department/box stores (26%). Destinations must **avoid “Generica”** – the homogenization of communities and landscapes.

Hotel Rates are Rising, Upscale Accommodations More Common

Hotel rates are rising, particularly in the upscale category. The 2006 national average daily hotel room rate (ADR) was \$96 (\$177 in the upscale/luxury category). The year-round hotel occupancy rate was 64%, and the fastest growth in new hotel development is in the mid-scale limited service and upscale/luxury categories.³

Recreational Vehicles are on the Move – Many Want to See Montana

In 2006, recreational vehicle (RV) shipments were the highest since 1978, but began to soften in 2007 due to high fuel prices. Most RV buyers are baby boomers, but the 35-54 age group is the fastest growing segment of new RV owners. National surveys indicate that **one-in-ten RV owners desires to visit Montana**.

National Trends Fast Facts

- ◆ 1/4 of Americans visit national parks
- ◆ 1/5 visit national forests
- ◆ Heritage/cultural tourism is fastest-growing segment
- ◆ Downtown shopping districts preferred by more tourists (49%) than malls (27%) or department/box stores (26%)

Source: TIA

Recreation Use of Federal Lands is Increasing

Since 1985, recreation demand has increased nearly 65% on Bureau of Land Management (BLM) lands, and 80% on National Wildlife Refuges (to 40 million visits annually). The Bureau of Reclamation saw an increase of 10 million visits to a total of 90 million visits at their 288 lakes. More than 211 million annual visits occur on national forests each year. More people are recreating on their national forests, and more people are moving to areas where they are within one to two hours of a national forest.

Source: Federal Lands Recreation Enhancement Act (FLREA) web site

Three-fourths of U.S. RV owners say that RV vacations cost less than other forms of vacation, even with high fuel prices. By 2010, the number of consumers age 50-64 will total 57 million. One-in-ten vehicle-owning households in that age group own at least one RV.

Sources: www.RVIA.org, www.GoRVing.com



² Univ. of Montana Institute for Tourism & Recreation Research, *2005 Nonresident Traveler Study*

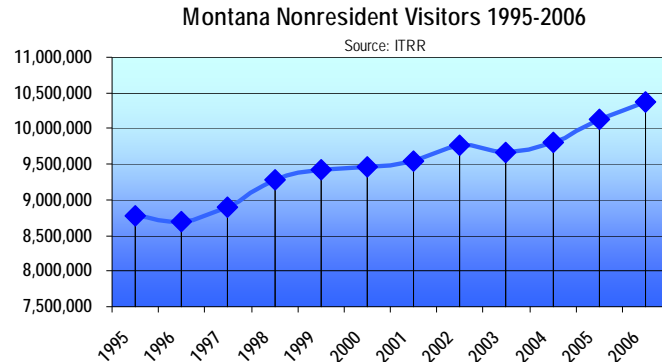
³ Smith Travel Research, 2006

Montana Tourism and Recreation Trends



Nonresident Visitation and Lodging Revenues Continue To Grow

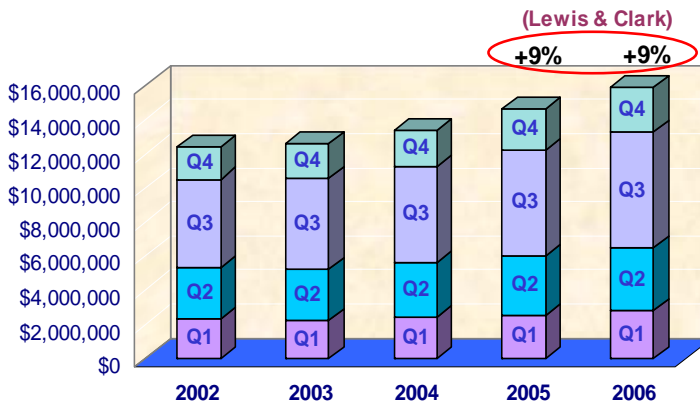
Over the past decade, Montana has experienced steady growth in both the number of nonresident visitors (see graph below), and tax collections from lodging sales (due to both increased visitation and increases in room rates).



Lewis & Clark Bicentennial Drew Visitors in 2005-2006

Montana's 4% lodging facility use tax collections rose from \$11.6 million in 2001 to \$16.1 million in 2006, and are projected to exceed \$17 million in 2008. Montana has an additional 3% tax on lodging and car rentals which supplements the general fund revenues as of this writing (2007). **Lodging sales, as reflected by tax collections, had particularly strong increases in 2005 and 2006 during the Lewis & Clark Bicentennial Commemoration** (see chart below). Most of the sales took place in the second and third quarters (April through September), with less dramatic growth in the first and fourth quarters.

Montana Lodging Facility Use Tax Collections 2002-2006



4% Lodging Facility Use Tax Collections January-December 2006

Tourism Region	Amount	% of Ttl
Glacier Country	\$4,970,191	31%
Yellowstone Country	4,774,674	30%
Custer Country	2,628,445	16%
Gold West Country	1,978,554	12%
Russell Country	1,461,640	9%
Missouri R. Country	282,672	2%
Montana	\$16,096,176	100%

Nearly 2/3 of Lodging Sales are in 2 Regions of Montana

More than 60% of the 2006 lodging taxes statewide were collected in the Glacier Country and Yellowstone Country regions (see table at left), due to the concentration of major attractions and lodging facilities in those regions. Custer Country, anchored by Billings, collected 16% of the total. By contrast, Russell Country and Missouri River Country regions in north central and northeastern Montana combined collected only 11% of the total taxes. **There is much opportunity to increase tourism in these rural regions through targeted promotions to niche markets.**

Montana Has More Friends and Family, Fewer Destination Travelers

According to research by the University of Montana Institute for Tourism and Recreation Research (ITRR), there have been several significant changes in the types of travelers visiting Montana. Statewide traveler surveys conducted in 2001 and 2005 revealed the following:

- ◆ From 2001 to 2005, the number of vacation travelers declined by 473,480, from 41% to 34% of all nonresident travelers. Vacation travelers are defined as those whose primary reason for traveling to Montana was vacation, so this finding indicates that *Montana is losing market share to its competitors* in the destination vacation market.
- ◆ The number of pass-thru travelers increased from 24% to 27% of all travelers, again indicating that Montana is the main destination for fewer travelers.
- ◆ The number of travelers who are visiting friends and relatives (VFR) increased from 14% to 19% of all travelers. Additionally, the percentage of overnights spent in commercial lodging declined 4% among all travelers, but the percentage of overnights spent at the homes of friends/family rose 8%. Both of these findings are perhaps influenced by the increased number of vacation homeowners in Montana.
- ◆ The percentage of travelers who earn \$100,000 or more rose by 7% from 2001 to 2005, indicating an increase in the number of more affluent travelers (which is related to the increase in overall tourist spending).
- ◆ More travelers flew to Montana: the percentage of travelers who flew to Montana was 30% in 2005, vs. 19% in 2001, again reflecting more affluent travelers, more business travelers, and perhaps vacation homeowners.
- ◆ The number of international visitors rose by 60,000+, as Canadian and European travelers continue to visit Montana in larger numbers.
- ◆ The number of visitors from Idaho and Wyoming increased, perhaps due to the number of new residents in those states, and the trend of people traveling closer to home after 9/11.

Traveler research indicates that Montana lost market share among *destination* vacation travelers from 2001 to 2005 by a drop of nearly 475,000 visitors.



Profile of Montana Nonresident Vacation Homeowners

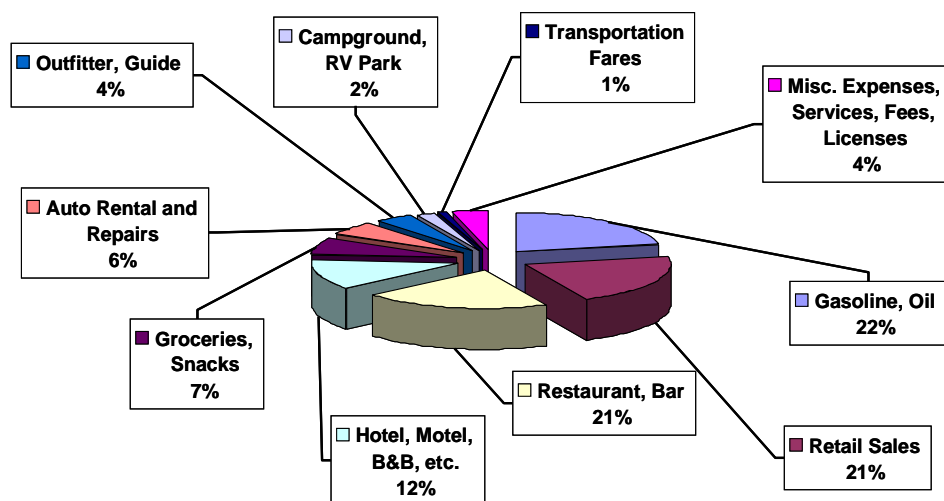
- Household income: \$100,000+
- Mean Age: 52
- Primary home in WA or CA
- Key attractions in Montana: mountains, forests, open spaces, rivers, family/friends
- Average length of stay: 10 nights
- 50% are former Montanans

Source: ITRR

Travelers Spend Most on Fuel, Shopping, Dining, and Beverages

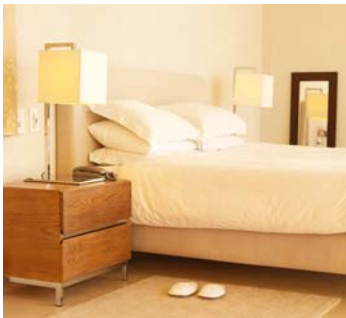
The chart shows the 2005 allocation of the nonresident tourist dollar in Montana, based on ITRR research. The sectors that benefit most are gasoline and oil, retailers, restaurants, and bars. Sales in these categories improve business profitability, create jobs, and generate income and property taxes that benefit Montana residents and communities. According to TIA, for every dollar that visitors spend on lodging, they spend another \$4.58 on transportation, food and beverages, retail purchases, recreation, and entertainment. Therefore, if visitors spent \$365.3 million on lodging in 2005, they spent another \$1.7 billion on those other items.

2005 Allocation of the Nonresident Traveler Dollar in Montana





Montana's 2006 average daily room rate (ADR) was \$68 compared to the national average of \$96.



"Amtrak increases in Whitefish are not just in winter – the increase is throughout the year."

- Whitefish CVB

100+ New Lodging Properties Opened in the Last 5 Years

From 2002 to 2006, overall lodging sales in Montana rose 30%. From 1999 to 2006, 100 new lodging properties opened in Montana, and additional lodging is planned over the next few years, primarily upscale properties (1,526 more rooms) and midscale limited service properties (597 more rooms).⁴ The estimated total number of rooms in 2006 was about 30,890, including hotels, B&Bs, lodges, condominiums, and guest ranches. The number of RV parks and campgrounds also has increased.

Hotel Occupancy and ADR are Lower than the National Average

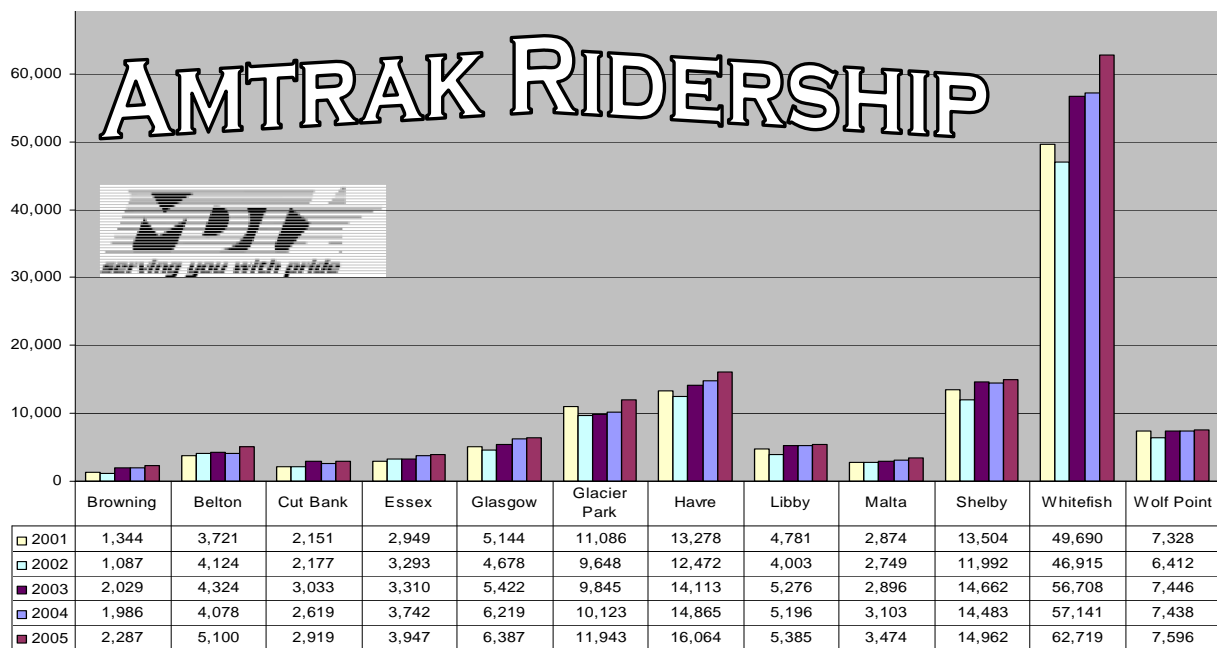
In 2006, the year-round hotel occupancy rate statewide was 59.5%, which is lower than the national average of 64%.⁵ The same report listed Montana's average daily (room) rate (ADR) at \$67.73, which is much lower than the national ADR of \$95.64. Occupancy rates and ADR in Montana are significantly impacted by seasonality. More focus is needed on niche markets, along with group and event business in off-peak seasons, to raise year-round tourism revenues.

Value of Vacant Rooms was \$309 Million in 2006

A total of 30,890 lodging units equals 11.3 million available room nights annually. At 59.5% occupancy in 2006, there were 4.6 million *vacant* room nights, valued at \$309 million (based on the state ADR of \$67.73), which would have generated \$21.7 million in lodging taxes (4% + 3%). Overall, nonresident travelers spent a total of \$2.9 billion in Montana in 2006.

Airline Service and Amtrak Usage in Montana are Rising

Commercial airline enplanements in Montana rose 10% from 2002 to 2006. New flights from Denver, Chicago, and Las Vegas were added to Montana airports in 2007. Amtrak passenger counts also increased from 2001 to 2005, by 17% (117,850 to 142,783), as shown in the chart below. The Whitefish station had the most Amtrak passengers, followed by Havre, Shelby, and Glacier Park.



⁴ Sources: Montana Travel Planner, Smith Travel Research

⁵ Smith Travel Report, 2006

Traffic on Montana Interstates Increased by Only 2% in Six Years

According to traffic counters at 173 sites along Montana's Interstate highways (I-15, I-90 and I-94), overall average annual daily traffic (AADT) increased only 2% from 2000 to 2006. The Montana Department of Transportation attributes this small growth to increased fuel prices from the 2005 hurricane season (Katrina, Rita and Wilma), which impacted recreational travel. However, during the peak tourist season of May through September, the number of travelers served by state-funded Visitor Information Centers (VICs) in Montana grew by 13% from 2002 to 2006.

Visits to Major National Parks Rose from 2001-05, Others Declined

Glacier and Yellowstone National Parks continue to be Montana's largest tourism attractions. Visits to the seven sites managed by the National Park Service in Montana increased by 6% from 2001 to 2005, although the overall growth was due to Glacier and Yellowstone, because the other sites experienced declining visitation:

National Park Visitation in Montana, 2001-2005

Glacier National Park	+15%
Yellowstone National Park	+3%
Big Hole Battlefield	-3%
Ft. Union Post	-13%
Grant Kohrs National Historic Site	-13%
Bighorn Canyon National Rec. Area	-19%
Little Bighorn Battlefield	-2%

Montanans are Primary Visitors to State Parks and National Forests

Visits to the nine national forests in Montana exceed 9 million annually, and most of those visitors are Montanans. Visits to Montana state parks grew 30% from 2001 to 2005, from 1.34 million to 1.75 million. Most of the increase was from Montana residents, who represented 70% of the visitation in 2003, and 79% in 2005. This was due in part to the elimination of day use fees for Montana residents.

Most Angler Days are Generated by Montana Residents

Meanwhile, use of fishing access sites (FAS) declined from 2001 to 2005. In 2003, 53% of all fishing license purchasers were Montana residents (227,562, representing 33% of all adult Montanans), and 47% were nonresidents (200,647). However, nonresidents represented only 29% of total angler days (800,723), while Montanans represented 71% of total angler days. Guided fishing trips generated a combined economic impact for Montana of \$51.7 million.⁶

Montana has the Most Resident Hunters per Capita in the U.S., Nonresidents are 26% of Hunters, Guided Hunts Bring \$66+ Million

Montana has the highest level of resident participation in hunting in the U.S., with about 39% of adult male residents and 13% of adult female residents purchasing a hunting license annually. In 2003, 74% of all hunters in Montana were residents, and only 26% were nonresident hunters. The combined economic impact in Montana from guided hunting trips in 2005 was \$66.8 million.⁷



Glacier and Yellowstone Park visits were up, while visits declined in other national parks.



The elimination of day use fees in Montana state parks for Montana residents fueled increased visitation.



Economic Impact of Guided Trips in Montana:

Hunting: \$66.8 million
Fishing: \$51.7 million

Source: ITRR

⁶ ITRR Outfitter Research Report, March 2007

⁷ Ibid.

Hunters contribute the largest economic portion to outfitting, despite representing only 6% of all outfitted clients.



Who Are Outfitter Clients?

The demographics of guided trip clients vary by activity. In general, women are most prominent on rafting/canoeing/kayaking trips, while men are most prominent on hunting and fishing trips. Backpacking/hiking clients are younger than all other groups. Hunters and anglers tend to have higher incomes, and most guided hunting clients live in the eastern half of the U.S. Clients on guided river and fishing trips spent more of their money on lodging. Montana residents participate in guided river and fishing trips, but not guided hunting trips.

- ITRR Outfitter Research Report, March 2007



Outfitting is a Significant Contributor to Montana Tourism, Bringing High Value, Low Impact Visitors

In 2005, 91,000 nonresidents visited Montana primarily for an outfitted trip. An additional 227,000 nonresidents added value to their vacation with a guided experience, confirming that the outfitting industry is a significant component of tourism in Montana. There were a total of 318,000 outfitted clients in 2005, as follows: ⁸

124,000 (39%)	Rafting/floating/canoeing/kayaking
63,800 (20%)	Fishing
45,100 (14%)	Horseback riding
19,500 (6%)	Hunting
18,000 (6%)	Hiking or backpacking
48,270 (15%)	Wildlife viewing, snowmobiling, wagon train, dog sled

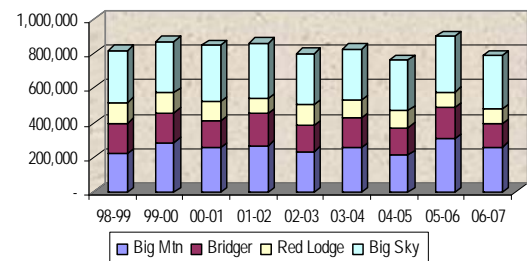
Hunters contribute the largest economic portion to outfitting, despite representing only 6% of clients, while fishing has both the second highest economic contribution and number of clients. For 82% of the hunters, and 33% of the anglers, their outfitted trip was the primary purpose for their visit to Montana.

In 2006, there were 998 known outfitters in Montana, with 744 of those licensed to do guided hunting and fishing (other activities do not require a license). More than half of guided trips (55%) take place on lands managed by the U.S. Forest Service, showcasing Montana's bountiful natural resources to guests who represent high value, low impact sustainable travel. The direct contribution of the outfitting industry to Montana's economy is more than \$110 million.

Skier Visits Trend with Snowfall, Generally Flat or Declining

Montana's destination ski resorts have experienced generally flat or declining visitation over the past decade (see chart). The 2005-06 season was the largest in Montana history, due to abundant snow, an increase in resident skiing/snowboarding, and state promotions targeting the Minneapolis market.

Montana Destination Ski Area Visits 1998-2007

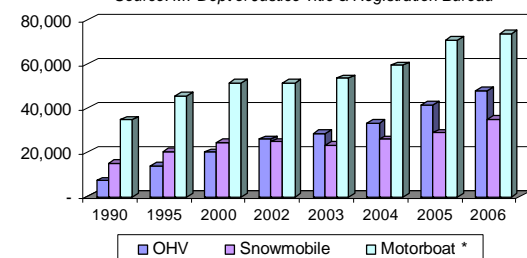


Motorized Off-Road Recreation Vehicle Use is Increasing

The number of resident and nonresident motorized recreation users in Montana climbed steadily from 2001 through 2006, including boats, snowmobiles, and off-highway vehicles (OHV)/all-terrain vehicles (ATV) (see chart).⁹ These figures reflect more usage by women, and by baby boomers, who have time and money to spend on leisure activities, and who are beginning to experience physical limitations affecting their ability to enjoy strenuous non-motorized recreation activities. OHV recreation provides economic benefits to many of Montana's rural communities.

Motorized Registration Trends

Source: MT Dept of Justice Title & Registration Bureau



⁸ ITRR Outfitting Industry Research Report, March 2007

⁹ MT Dept of Justice Title & Registration Bureau: registration numbers include 'RPOs' (Registration Purpose Only), which typically refer to nonresidents.

Montana Strengths and Opportunities

Based on the national and state trends summarized on the previous pages, and on input from Montana tourism and recreation industry stakeholders, the following is a summary of Montana's strengths and opportunities as a tourism destination.

Strengths That Make Montana a Desirable Tourism Destination:

- ◆ Outstanding natural and cultural attractions: mountains, wide open landscapes, abundant and diverse wildlife, rivers, lakes, forests, fossils, national scenic and historic trails, Indian culture and events, museums, interpretive centers, and traditional industry heritage (logging, mining, ranching, farming, hunting, etc.).
- ◆ Positive image in consumers' minds.
- ◆ High quality visitor facilities with available capacity: hotels, resorts, ski areas, visitor centers, restaurants, shops, theaters, galleries, parks and recreation facilities, spas, etc.
- ◆ Year-round recreational activities: scenic driving, hiking/biking, fishing, hunting, skiing, rafting, snowmobiling, golf, horseback riding, wildlife viewing, etc.
- ◆ Historic, cultural and sporting events: reenactments, pow wows, concerts, festivals, tournaments, triathlons, etc.
- ◆ Friendly people that enhance the travelers' experiences.
- ◆ Transportation system that includes good highways, rest areas, airports, and Amtrak, plus new transit service.
- ◆ Affordability as a destination, especially with a weak U.S. dollar.
- ◆ Education and workforce training programs: Superhost, university tourism and recreation degree programs, culinary school, Small Business Development Centers, tourism workshops, etc.
- ◆ Dedicated public funding for tourism development and marketing programs.
- ◆ Tourism research that provides current market data to the tourism industry.
- ◆ Suppliers and support services based in Montana, featuring Montana products.

Opportunities for Montana as a Tourism Destination:

- ◆ Consistent brand and messaging for powerful marketing impact.
- ◆ Variety of tourism products that can be promoted to niche markets, particularly in off-peak seasons.
- ◆ Leveraging of private and public marketing dollars for greater reach.
- ◆ Measurement of results of marketing efforts, and strategic adjustments to methods based on results.
- ◆ Increased visibility for Montana's lesser known attractions/facilities.
- ◆ Regional familiarization tours for visitor center and front-line employees to increase cross-promotion and visitor length of stay.
- ◆ Development of vacation packages that weave together diverse activities to capture interests of everyone in a travel party, such as quilting or artisan tours linked to outfitted fishing trips.
- ◆ Expansion of Montana's Main Street program to increase vitality of historic downtown districts and attract visitors.
- ◆ Elderhostel programs and activities for RVers.
- ◆ Non-business conferences/trade shows, especially during off-peak seasons.
- ◆ Corporate or business programs that mix outdoor recreation with conferences, trade shows, workshops, training, etc.
- ◆ Re-energize Montana's Hands of Harvest and Made/Grown-in-Montana programs, linking agritourism, craftsmen, restaurants, and retailers with travelers.

In 2007, Montana's average cost for lodging per day was \$107.20 for a family of four, while the average cost of meals per day was \$112.75.

Therefore, the average total cost per day for a family of four to travel in Montana was \$219.95. Montana ranked 41st of the 50 states in the cost of family travel.

Source: AAA Public Affairs, Washington D.C.



Montana Main Street

The Montana Main Street Program is affiliated with the National Main Street Center, which is a powerful economic development program that increases the vitality of downtown districts, and can be a significant factor in destination decision making.

In 2005, nearly 1,900 Main Street districts in the United States realized a net gain of 72,387 new businesses, which created 331,417 new jobs, and resulted in \$31.5 billion in new public and private investment in downtown districts.

The average return on investment (ROI) in dollars generated for every dollar invested in Main Street districts was more than \$28 to \$1.

Montana Challenges and Threats



"We need to protect the natural resources of Montana. Our research shows that open spaces, clean water and skies, and abundant wildlife are on top of the lists when it comes to reasons people come here."

- Doug Wales, Yellowstone Country



Participants in the Strategic Plan process also identified challenges and threats to Montana's tourism and recreation.

Key Challenges for Tourism in Montana:

- ◆ Distance to Montana from major population centers and customer markets.
- ◆ Lack of traveler awareness about Montana attractions and amenities.
- ◆ Negative perceptions or misperceptions about Montana (melting glaciers, fires, dangerous animals, no amenities, lack of culture/shopping, etc.).
- ◆ Difficulties marketing year-round travel due to weather and road conditions.
- ◆ Off-peak season closures of attractions and services (esp. Glacier National Park).
- ◆ Transportation (cost/availability of flights, lack of public transit).
- ◆ Lack of information provided by lodging businesses to CVBs and tourism regions about groups booked (to measure results of marketing efforts).
- ◆ Lack of quality data about visitor use of state/federal lands that can be integrated among tourism and recreation partners for planning and decision-making.
- ◆ Workforce availability and skills: problems with seasonal workforce, including school calendars not coinciding with peak season.
- ◆ Inadequate services in some areas (lodging, store hours, signs, meeting space, public restrooms).
- ◆ Lack of resources to manage/maintain tourism and recreation facilities, including local tourism attractions (trails, parks, events, arenas, pools, etc.).

Tourism Workforce Challenges in Montana

Source: Tourism Industry Survey, March 2007

	Mean*	#**
Lack of qualified workers/volunteers	3.2	220
Availability of affordable housing	3.1	172
Work ethic of local workforce	3.0	197
College, university calendar year	3.0	210
High school calendar year	2.7	165
Substance abuse issues	2.1	162
Immigration issues for guest workers	2.1	94

* 1=Not At All a Problem, 5=Very Much a Problem

** Number of survey respondents to this question

Threats to Tourism in Montana:

- ◆ Increasing competition from other states and countries.
- ◆ Rising costs and declining availability of revenues to fund public infrastructure, facilities, and amenities.
- ◆ Declining federal recreation budgets for national parks, national forests, wildlife refuges, and transportation.
- ◆ Decline in quality wildlife habitat due to increasing population pressures.
- ◆ Waning interest by youth, and lack of mentoring opportunities about outdoor activities and experiences for children and their families.
- ◆ Changes in federal/state policies related to use of public recreation lands.
- ◆ Diminishing access to public and private lands for recreation.
- ◆ Increasing fuel/energy prices.
- ◆ Climate change, resulting in long fire seasons and short or poor snow seasons.
- ◆ Lack of growth management to preserve unique character of Montana landscapes and communities.
- ◆ Lack of resources to preserve community history and culture.
- ◆ Competition among industry partners in Montana: need for tourism industry to work together and pursue a common vision.